

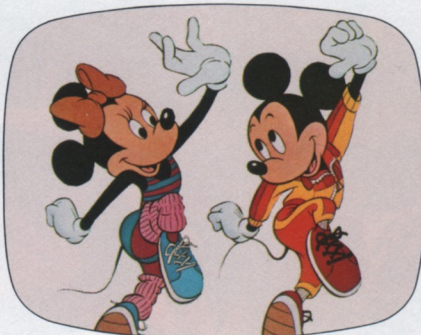
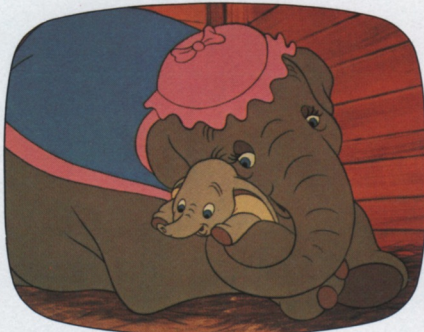
Disney News

OFFICIAL MAGAZINE FOR THE MAGIC KINGDOM CLUB FAMILIES

SUMMER 1983



THE DISNEY CHANNEL. YOU CAN LOOK AT IT IN A NUMBER OF WAYS.



You can look at it as the only cable channel with a daily pass to the Disney film library. Where you and your kids can join Dumbo for his first solo flight. Or tumble with Alice into Wonderland.

You can look at it as a front row seat for the finest in family films from around the world.

Or as a welcome source of innovative new programs to delight, teach and, above all, involve young and old alike. Programs like *Dreamfinders*, in which imagination becomes

the great problem solver. *Wish Upon a Star*; a show where dreams really do come true. And *Contraption*, an educational and sensational game show on a life-size playing board.

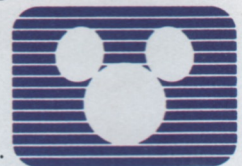
You can also look at it as two-way television. Featuring shows like *You and Me, Kid* that you and your kid can actually be a part of. And *Mouser-cise*, to get the whole family up and at 'em in the morning.

You can even look at it as a magazine. *The Disney Channel Magazine*. Not just a monthly

program guide, but a cut-out, fill-in, put-together adventure all its own.

In short, you can look at The Disney Channel as the only cable service with 16 hours a day of magical, exciting and enriching entertainment for the most important members of your family.

All of you.



THE DISNEY CHANNEL

Everything you ever imagined. And more.

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June, July, August, 1983

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Cover: Pinocchio and friends cavort in celebration of the New Fantasyland where "Pinocchio's Daring Journey" has become another favorite adventure for Disneyland Parkgoers.

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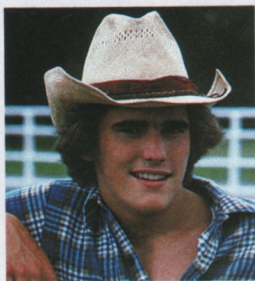
WALT DISNEY PRODUCTIONS HIGHLIGHTS

Matt Dillon in your home!

Tex, Walt Disney Productions' recent critically-acclaimed feature, starring Matt Dillon, has been released on video-cassette, laser videodisc and CED videodisc. **Tex** is the poignant and moving story of a teenager caught up in the tribulations of early adulthood.

The film opened at the prestigious New York Film Festival and was included in many of the "best of 1982" lists.

You'll find **Tex** on VHS and Beta at around \$69.95; \$34.95 on laser videodisc; and about \$24.95 on CED videodisc.



EXECUTIVE CHANGES

Card Walker has retired as Chief Executive Officer and Chairman of the Board, assuming the position of Chairman of the Executive Committee, effective in May. Donn Tatum retired as Chairman of the Executive

Committee, but continued on as a member of the Board of Directors.

Ron Miller replaced Card Walker as Chief Executive Officer and retained his title of President of Walt Disney Productions, while Raymond L. Watson, a Director on the Board for the past 10 years, was named Chairman of the Board.

TOKYO DISNEYLAND OFF TO A SWINGING START

An estimated 10 million visitors will enjoy the world's newest entertainment center in its first year of operation at Tokyo, Disneyland. Guests, who must reserve tickets in advance, will be limited to 40,000 at a time in the 114-acre amusement section of the 202-acre site at Urayasu, eight miles east of downtown Tokyo. A detailed story on the new Park's opening appears elsewhere in this issue.



More fun and good food at the Disneyland Hotel

A 14 million entertainment and convention center on the marina opens this summer at the Disneyland Hotel, just a monorail ride away from Disneyland Park. Overlooking the hotel's unique waterfront attraction and

bazaar, "Seaports of the Pacific," this new center offers vacationers two restaurants and lounges to enjoy.

Yummy Italian dishes will be served at the **Villa Verde**, where outside patio diners can watch the marina water activities.

And for first class dining, the new **Granville's** provides outstanding American dishes from all over the U.S. The Pavilion will provide live entertainment in a romantic atmosphere. 

So long to the "WALT DISNEY" TV Show

Since the new Disney Channel will be airing the anthology material from the Disney film and video library, this season marks the end of the weekly "Walt Disney" show on CBS. The familiar Walt Disney presence will continue, however, in a variety of forms on network television. Several projects for two-hour "Movies of the Week" and other comedy and dramatic series developments are in the works.





COMPUTER FIRES PARK'S SUMMER FIREWORKS

Each summer, Disneyland family visitors happily anticipate the dazzling show that immediately follows the nightly parade—the unique fireworks display known as “Fantasy in The Sky.”

Here at Disneyland, the art of pyrotechnics has entered the computer age. Since 1956, the yearly extravaganza has delighted guests with sparkling patterns of colored explosions timed to fire on a musical cue. In the past, chief pyrotechnician Mickey Aronson fired the shells manually with a “match” or flare. An electronic match was developed in the late 1960's, but Mickey still had to hand-wire the firing order of the shells. Each time a special display was called for, the show had to be re-wired and choreographed.

Now, thanks to the ingenuity of three Disneyland Maintenance Sound Mechanics Darrell Hawkins, David Hanzler and Don Swetz, a new system of modern electronics called Mickey's Match fires the aerial display fireworks shells.

Chips can be programmed to signal not only when to fire the shells, but how many and which ones. Mickey can now change the chips which program the show. The sophisticated computer is programmed to transmit electrical impulses on 107 cues to 213 shells. It even allows rehearsals of the fireworks with the use of tell-tale indicator lights on a control panel.

The result is a brilliant display of fireworks from behind Sleeping Beauty Castle and the Matterhorn, enjoyed by Parkgoers every night during the summer season. 🐻

Newest Disney Entertainment World Opens in Tokyo

Tokyo Disneyland, the first overseas Disney entertainment world, opened April 15, to provide Japan and Asia with some of the most popular attractions from the established California and Florida theme parks, plus a few new ones as well. Under the terms of a joint agreement, Walt Disney Productions contributed the master planning operational management expertise, the Tokyo Disneyland name, and copyrighted materials; and the Oriental Land Company provided the land and capital for the projects.

Opening Day, visitors to Tokyo Disneyland experienced a very different entryway in contrast to that of "Main Street USA" at Disneyland and Walt Disney World. They passed through World Bazaar, a skylight enclosed thoroughfare fully protected from inclement weather. World Bazaar features courtyards, shops,

boutiques, restaurants and entertainment...all themed to America at the turn of the century. As they strolled down Main Street on their way to Adventureland, Fantasyland, Tomorrowland and Westernland, guests could see the towering Cinderella Castle punctuating the Central Plaza.

Adventureland contains a mixture of exotic attractions. The "Jungle Cruise" takes guests on a journey into the remote jungles of Asia, Africa and the rain forests of the Amazon. Above the Jungle Cruise landing, guests may board the "Western River Railroad," an authentic, full-size steam train which travels through America's "old West" and also back in time through the Primeval World.

Westernland boasts the most romantic ride of all...the "Mark Twain Riverboat," which gracefully plies the Rivers of America. And next to its landing, rafts transport guests to "Tom Sawyer Island." Another favorite is "Country Bear Jamboree" starring humorous bears as the main characters in a vaudeville-like musical.

Fantasyland is the storybook land of this newest Disney entertainment world. Guests experience classic fairy tales in "Snow White's Adventure" and an attraction newly created for Tokyo Disneyland—"Pinocchio's Daring Journey." The animated dolls of "It's a Small World" are very popular with Japanese guests.

Tomorrowland's most visible attraction is "Space Mountain", an exciting simulation of a rocket ride through space. It's huge, cone-shaped exterior can be seen from downtown Tokyo.

The "Grand Circuit Raceway", presented by the Bridgestone Tire Co., Ltd., allows guests to get behind the wheel of a miniature formula race car.

"Meet the World," is one of the two Tomorrowland attractions designed especially for Tokyo Disneyland. It presents Japan's history



and its impact upon the world. The second, "The Eternal Sea," lets guests explore man's newest frontier through Disney's unique 200° theatre.

Guest-controlled "Starjets," presented by Japan Airlines Co., Ltd., whirl high above Tomorrowland, giving their "pilots" a birds-eye view.

To provide Japanese guests with a "foreign experience," Tokyo Disneyland features western menus in the food facilities, merchandise from all over the world, and mostly English in the graphics and show language.

Tokyo Disneyland covers an area of nearly 200 acres, including parking space. It is located in the National Capital Region of Tokyo, approximately 10 kilometers from the center of downtown Tokyo. It is a 20 minute drive from the city and can also be reached by subway and bus in about 30 minutes.

In addition to Japan Airlines and Bridgestone Tire Co., many other famous international names are presenting or hosting attractions at Tokyo Disneyland. Among them are: Coca-Cola (Japan) Co., Ltd., Fuji Photo Film Co., Ltd., K. Hattori & Co., Ltd., House Food Industrial Co., Ltd., Juchheim's Co., Ltd., Kikkoman Corporation, Kirin Brewery Co., Ltd., Kodansha Publishers, Ltd., Matsushita Electric Industrial Co., Ltd., Meiji Milk Products Co., Ltd., Nippon Oil Co., Ltd., Prima Meat Packers, Ltd., Sogo Stores, Ltd., Sunkist Growers, Inc., Tomy Co., Inc., and the Ueshima Coffee Co., Ltd. 🍌



PINOCCHIO'S DARING JOURNEY

EXCITING NEW ADVENTURE IN THE NEW FANTASYLAND



by Les Perkins

Escape with Pinocchio from the jaws of Monstro the Whale! Re-enact the miraculous day King Arthur removed *The Sword In The Stone*! Join the Seven Dwarfs chasing the evil queen along craggy cliffs! Soar to new heights with Dumbo the Flying Elephant and Peter Pan! And travel with J. Thaddeus Toad on the wildest ride ever! These are some of the adventures from beloved Walt Disney motion pictures that come to life as never before in The New Fantasyland at Disneyland.

Old-World Setting In The New Fantasyland, travelers visit a fairy-tale Bavarian village, a quaint English countryside, a turn-of-the-century circus, and the Wonderland setting of Alice's dreams, all

just moments apart.

Pinocchio's Daring Journey

"Pinocchio's Daring Journey" is the most exciting of the new attractions in Fantasyland. Its premiere marks the 100th anniversary of the story.

Wondrous tales of a live marionette without strings beckon you toward a storybook village. Charming wood buildings suggest a town created by Old-World craftspeople. There you find the shop where Geppetto fashioned the wooden boy who magically came to life. Banners nearby proudly announce the stage appearance of Pinocchio himself. This is where the daring journey begins.

Wood-carved vehicles whisk guests

into Pinocchio's world of adventures, where he must choose between the path of righteousness or the easy road of temptation. Attracted by the glamor of an actor's life, we find him singing and dancing in Stromboli's Marionette Theater. As we travel "backstage" Stromboli reveals the plan to keep Pinocchio enslaved. Jiminy Cricket helps us escape toward home but we pay a visit to Pleasure Island, where we learn that too much frivolous behavior makes fools of us all.

All the children are turning into donkeys and being sent to the salt mines. Pinocchio's friend Lampwick changes before our very eyes! The evil coachman tries to capture us too but Jiminy saves us.

The danger is not over yet for at the seashore we are nearly swallowed by Monstro the Whale.

Under the guiding light of the wishing star, we travel through Pinocchio's Village to Geppetto's home. Happy that we have chosen the right path, the Blue Fairy disappears and Geppetto, Jiminy Cricket, Figaro and Cleo all celebrate Pinocchio's triumph.

Disney designers examined every aspect of Walt Disney's *Pinocchio* many times over to authentically translate the motion picture into this exciting three-dimensional ride-through experience. Actual production backgrounds, drawings and study models from the 1930's were researched in the Walt Disney Studio Art Archives. "We even hand-carved Geppetto's clocks in minute detail just as they were in the film," stated a key art director.

To give a storybook character to the exteriors, roof lines and straight walls were curved and tipped in a rickety manner. After structures were erected to normal building specifications, construction workers built on top of the framework to eliminate straight lines and 90° angles.

Dine with Pinocchio After the challenge of "Pinocchio's Daring Journey," guests may enjoy a relaxing meal at the Village Inn. Here, skylighting and quaint furniture help create a warm, Old-World atmosphere. Wall murals depict characters and scenes from *Pinocchio*.

Snow White's Scary Adventures Not far away, the Bavarian atmosphere becomes that of a remote European castle, the scene of "Snow White's Scary Adventures." Even as we approach, we get a sense of the evil that lies within.

Corbels of menacing ravens resting on skulls support the castle turret. In the topmost tower, the jealous queen warns trespassers with an angry stare. Those brave enough to enter the attraction, pass by one of the queen's dungeons where spirits warn you to "turn back!"

In the glen ahead we find the charming cottage of the Seven Dwarfs where we board our ride vehicle that takes us inside the cottage to a party the Dwarfs are having for Snow White. After a visit to the Dwarf's jewel mine we enter the castle of the wicked queen. Standing before her magic mirror she transforms into an old hag. We wind through her cavernous dungeon to the laboratory where she creates a poisoned apple and begins her pursuit of Snow White.

Merlin's Magic For a more traditional whirl, King Arthur's Carrousel remains in The New Fantasyland. However, the entire Carrousel was moved 100 feet for better appearance when seen from the Sleeping Beauty Castle drawbridge.

An event from King Arthur's childhood and Disney folklore complements the courtyard. Young Arthur claimed his

noble state when he removed *The Sword in the Stone*. Now children can visit a re-creation of that miraculous spot and be chosen for a special celebration. As with the legendary scabbard, the Disneyland sword carries this proclamation: "Whoso pulleth out this sword of this stone and anvil, shall be rightwise ruler, born of England."

Circus Fun Music also enhances the new Dumbo area. Near the Casey Jr. Circus Train station, an authentic band organ merrily plays favorite tunes from Walt Disney motion pictures. In a picturesque park setting, the new "Dumbo" attraction takes delighted guests soaring above a rainbow fountain.



Peter Pan's Flight Not far away, another of England's legendary characters, Peter Pan, makes regular exciting trips to Never Land.

In "Peter Pan's Flight," guests board pirate galleons to get a "Pan's-eye-view" of the delights of Never Land with the boy who wouldn't grow up. Gliding over moonlit London, you follow the second star to the right and through the clouds to find the magic land of childhood days. There, you visit Indian Village, Mermaid Lagoon and arrive at Skull Rock at a dramatic moment. Peter is in the midst of a duel with Captain Hook to save Wendy, John and Michael from pirate villany.

"For the flight out of the nursery window," an Imagineer stated, "we used everything at our disposal—set design, lighting, music, movement—to re-create the same exhilaration from the film when the Darling children first learn to fly."

Some of the special effects techniques developed for EPCOT Center contribute their magic to "Peter Pan's Flight." Tinker Bell's pixie dust casts a golden glow over Hook's pirate ship and then guests actually fly *through* a waterfall! For London, an actual street map became the blueprint for the Disneyland scene.

Close by is Tinker Bell's Toy Shoppe, completely re-themed to the Peter Pan film. Decorating the entrance are wooden corbels carved in the images of Captain Hook, Mr. Smee and the

crocodile. Inside are scenes and sculptures of Never Land.

Incidentally, Mickey Mouse takes his place in The New Fantasyland in *Mickey's Christmas Carol*, located within the Sleeping Beauty Castle. It's a year-round holiday shop named for Mickey's forth-coming animated featurette.

Mr. Toad's Wild Ride For an earth-bound jaunt around jolly old England, one merely rounds the bend from Peter Pan's Flight to find stately Toad Hall, home of Mr. Toad's Wild Ride. This elegant manor house belies the zany thrills waiting within.

"The Adventures of Ichabod and Mr. Toad," released in 1949, featured the Disney version of Kenneth Grahame's *Wind In The Willows*. The film recounts the eccentric exploits of the fabulous J. Thaddeus Toad, who had a wild mania for fads. One evening, the impulsive Mr. Toad traded Toad Hall for a shiny new motor car with disastrous results.

The Disneyland attraction captures the essence of Toad's carefree nature in a whirlwind joy ride. "Come!" beckons Toad. "I'll show you the world—Travel! Change! Excitement!" The madcap journey takes you in and out of Toad Hall, dodging the river homes of friends Rat and Mole, crashing through Town Square and careening into a law court, all on the merry road to "Nowhere In Particular."

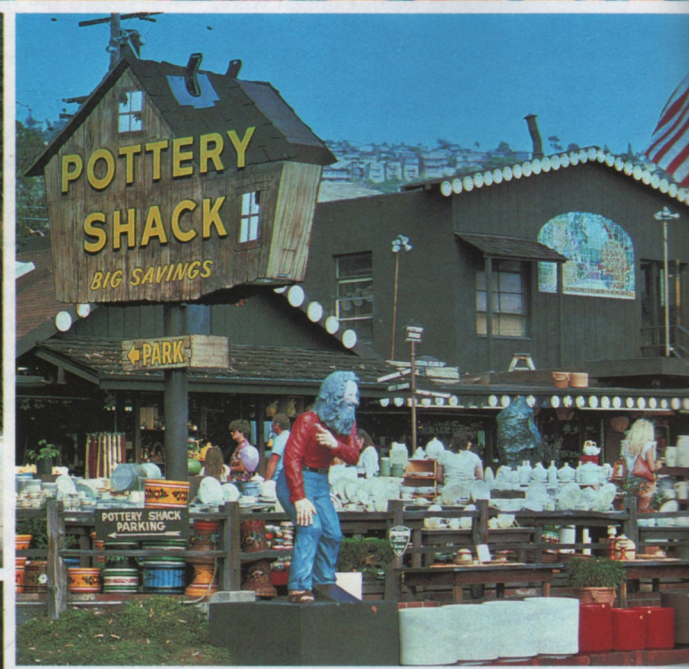
More in '84 Across the way from Toad Hall is a new landing for the Storybookland Canal Boats and a preview of the all new "Alice In Wonderland" area. At an enchanting re-creation of the White Rabbit's house, guests may purchase monogrammed coverchiefs from the Mad Hatter's hat shop.

Soon, the ever-popular spinning cups of the "Mad Tea Party" will be moved nearby. In this new setting, complete with hanging Japanese lanterns, the Mad Hatter and March Hare's zany party will look just the way Alice discovered their "un-birthday" celebration in Tulgy Wood.

In the new "Alice In Wonderland" attraction, you'll visit Tweedledum and Tweedledee, the Cheshire Cat, and play crouquet with the Queen of Hearts in her royal court of cards. (Be careful - The Queen does *not* like to lose and her favorite command is "Off with your head!") Encounters will be "curiouser and curiouser" with the Caterpillar, the Garden of Live Flowers and The Un-birthday Party as guests chase the elusive White Rabbit down the rabbit hole. Both "Alice" and "Mad Tea Party" will premiere soon.

60 Years of Disney Entertainment The New Fantasyland is dedicated to the celebration of 60 years of family entertainment from Walt Disney Productions. Like so many of the Disney creations, the new Fantasyland attractions are rich in the magic of which dreams are made and inspiring in their unique storybook design. 🐻

LAGUNA SUMMER



A feast for the senses

by Doris Andersen

Can't make it to Venice or Florence to take in the arts this summer? Can't cruise the Mediterranean for gifts from abroad? As an inexpensive compromise, how about going to one of the several summertime art festivals in Laguna, Beach, California?

Nestled at the base of Laguna Canyon lies the postcard perfect community of Laguna Beach. A scant 15 minutes south of Newport Beach, on Pacific Coast Highway (about 35 minutes from Disneyland), this Mediterranean-like

coastline village welcomes visitors year 'round. And why not, when you can boast a nearly perfect climate with 85° warmest in summer and 50° coolest in winter. As one native puts it, "I never tire of it....there's always something new to see, something to give my senses a treat."

He's right, too. There's an ambience of casual old world elegance about Laguna that neither time nor "progress" can diminish. This community has committed itself to all the arts for everyone to enjoy—and enjoy you will. It's hard to pass any of the myriad of shops that traverse the village without at least a peek inside.

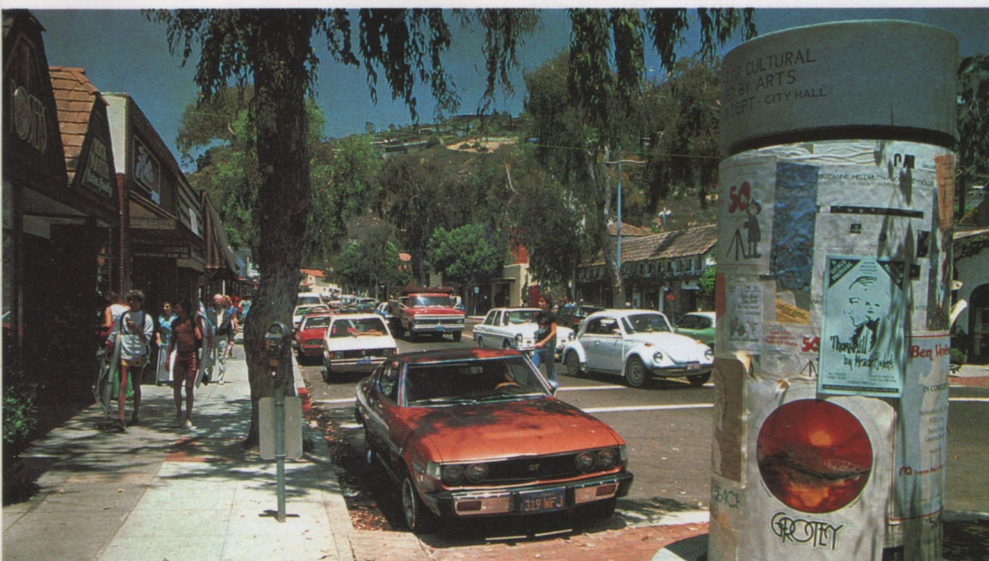
The unique tree-shaded lanes, arcades and quaint shops offer the shopper a potpourri to choose from. There are pottery places, quality galleries, original paintings, award-winning bronze sculpturing, stained glass, gourmet foods, sweet shops.

If dining interests you, you won't be disappointed. The length and breadth of the village is dotted with eateries of every description—from tasty quick foods to elaborate feasts.

It's a delicious place to just loll in the sun, too, watching the surfers or combing the wide beaches looking for tide pools and shells, or enjoying a quiet terrace dinner.

The main Summertime attractions in Laguna, however, are three art festivals running concurrently from July 9 through August 28 this year and which will attract

Continued



LAGUNA SUMMER

visitors from 'round the world. They are the Festival of Arts and Pageant of the Masters; the Sawdust Festival; and the Art-A-Fair Festival.

Festival of Arts and The Pageant of the Masters

Each summer since 1932, except for four World War II years, the Festival of Arts has thrilled outside visitors, as has the Pageant which was first presented in 1933. Located near the downtown area at 650 Laguna Canyon Road, the two events attract thousands of visitors. In a relaxed outdoor atmosphere, the Festival exhibits the works of noted juried artists such as Roger Folk whose watercolors are also featured in his gallery on 422 N. Coast Highway. Ceramists, sculptors and photographers also display their creative

crafts in separate booths on a lovely grass-covered lot.

The Pageant of the Masters is a breathtaking nightly presentation of on-stage paintings, sculptures and bas-relief figures brought to life by volunteers from Laguna and surrounding areas. Some 400 people of all ages take part in this annual event. Unfortunately, the Pageant is always a sellout, but at times, tickets are returned to the box office for resale each day on a first-come, first-served basis. You can call (714) 494-1147 for information.

But even if you can't attend the Pageant, an evening or afternoon stroll among the Festival displays is both pleasant and entertaining. Of course, the



wares are for sale. There's also a Junior Art Gallery showing paintings and drawings of school children. And each Sunday afternoon, the local Ballet Pacifica presents on-the-green performances. Food concession booths and a restaurant offer refreshments...from a light snack to full meal. Admission to the Festival grounds is only \$1.00.

From the Pageant and Festival grounds, it's just a short walk across the street and up Laguna Canyon to explore two more exciting art festivals.

The Sawdust Festival

At 935 Laguna Canyon Road, the Sawdust Festival holds special surprising and enchanting exhibits for the first-time visitor. Set in a two-and-a-half acre eucalyptus grove, the "Sawdust" is created entirely by the artists of Laguna, reflecting their unique perception of how their creations should be properly showcased.

Although it is built to give an im-

pression of permanence, a metamorphosis begins about six weeks before opening day as the walls of the Sawdust rise to enclose the artists' domain.

To most visitors, the hallmark of the event is the fresh sawdust which lines the wandering pathways. The tons of sawdust used each season are not just for decoration—they are also a reminder of the Festival's origin. When the Sawdust began, the only site available was a vacant dirt lot and the slightest breeze coated artists, guests and exhibits with dust. To counteract the problem, an aromatic blanket of sawdust was used, hence the festival literally named itself.

The Sawdust is a "working show". The participants are on hand daily, working on new creations, and are always willing to discuss their art. The variety of arts and crafts available for purchase is endless. A partial list would include oils, sculpture, stained glass, jewelry, ceramics, clocks, leather swimwear (yes, we said, "swimwear") airbrushed clothing, bronze hardware, marble calligraphy and silk-

screen serigraphs.

There's plenty of variety in food available too—including health food, Mexican dishes, hamburgers, hot dogs, soft drinks, beer and wine, hot and cold sandwiches, and even baked potatoes.

Art-A-Fair Festival

The Art-A-Fair Festival at Laguna Canyon Road and Canyon Acres Drive, has indeed become a leading showcase of excellence in art. It's a juried show dedicated to providing professional artists an atmosphere of the highest quality in which to exhibit and sell their work.

Over the last 17 years, the Art-A-Fair has promoted many well known as well as aspiring artists. It has become the training ground for many who have made their mark in the art world in many ways. It is the Festival's wish to encourage professional artists of varied medias to come together, stimulating the interchange of ideas and enthusiasm while offering the general public an opportunity to see and appreciate professional art. 🐻



Questions and Answers on Cable TV

by Jim Fanning

With the successful launching in April of THE DISNEY CHANNEL, Walt Disney Productions' pay-TV service, many television viewers are being exposed to the wonders of cable TV for the first time. New awareness brings with it new words and technology which can make the family's familiar TV set seem like a strange and even threatening presence.

So, for anyone who has ever been bewildered by the mysterious powers of the latest in home entertainment, here's a series of questions and answers to enhance the use and enjoyment of your cable system.

Q. WHAT IS CABLE?

A. Literally, cable is the actual wire (called "coaxial cable") over which television programming is carried in the form of an electromagnetic signal into the viewer's home. The coaxial cable has a copper core conductor surrounded by aluminum mesh and insulation, all encased in plastic or metal.

Q. WHAT IS CABLE TV?

A. Commonly called "cable" for short, cable TV is a communications system which distributes programming via coaxial cable to subscribing homes. Cable systems have from 10 to 108 channels and retransmit programs from other sources. Cable can transmit radio and data (such as "electronic newspapers") as well as TV.

Q. WHAT IS PAY-TV?

A. Pay-TV is a television service through which the viewer pays directly for programming not available over normal "free" or advertiser-supported television. THE DISNEY CHANNEL is an example of a pay-TV service.

Q. WHAT'S THE DIFFERENCE BETWEEN PAY-TV AND "PAY-PER-VIEW"?

A. With pay-TV, subscribers pay a monthly fee which covers all programming on a continuously operating channel. Pay-per-view refers to the payment by a viewer for a particular program he watches.

Q. WHO IS A SUBSCRIBER?

A. Any television viewer who pays a fee for cable services. If you receive THE DISNEY CHANNEL or another cable or pay-TV station, then YOU are a subscriber.

Q. WHAT IS A CHANNEL?

A. In the case of THE DISNEY CHANNEL, the term "channel" is used to refer to the pay-TV service itself. In the technical sense, however, channel means a single path or section of an electromagnetic spectrum which carries a television signal.

Q. HOW DOES A TV-SATELLITE WORK?

A. Communications satellites orbit the earth about 23,000 miles above the equator. A broadcast signal is beamed from an "uplink" or earth sending station. The satellite receives the signal, amplifies it and sends it back to earth by one of the satellite's several transponders (a satellite signal processor).

Q. WHAT IS AN EARTH STATION?

A. An earth station receives the signal sent from a TV satellite by use of electronic equipment such as a dish which is directed toward the satellite and tuned to the frequency of the transponder. An earth station is usually located at a cable system's headend.

Q. WHAT IS A HEADEND?

A. The headend is the electronic control center of a cable system and receives programming material from various sources (satellites, TV stations, etc.). The programming material is then combined and converted to cable system channels and distributed.

Q. WHAT DOES A TRUNK CABLE DO?

A. The trunk cable is the major distribution cable. It carries the processed signals from the headend throughout the city served by the cable TV system. The cable trunk system uses existing power and telephone lines.

Q. HOW DO THE CABLE SIGNALS REACH INDIVIDUAL HOMES?

A. The trunk cable serves as a "middle-man" between the headend and "feeder cables" which receive the TV signal for each separate city block. "Drop lines" branch off from the feeder cable and are attached to subscribing homes. The drop line can then be run into any room with a TV set.

Q. WHAT IS A CONVERTER?

A. If you subscribe to a cable TV system, there is probably a converter sitting on your television set. This device is used to convert TV signals from one frequency to another, placing cable signals on a channel where no local signals exist. This allows a wider selection of channels than is available on conventional TV set tuners.

Q. WHAT IS HARDWARE?

A. No, it's not the tools, nails or bolts used by your neighborhood handyman. In cable terms, hardware refers to the equipment used for the production, storage, reception and distribution of the cable signal. This includes satellites, the coaxial cable, cameras and even your own TV set. "Software" refers to the programming transmitted by the signal and programming material such as film and video-tape.

Q. WHAT IS PROGRAMMING?

A. Programming is the entertainment or informational material broadcast by the cable service and watched by you, the subscriber. Any pay-TV service is only as good as the programming it provides, and THE DISNEY CHANNEL has a full schedule of favorite friends and new faces to offer its viewers.

Aside from beloved classics from the Disney Library, THE DISNEY CHANNEL is presenting exclusive, all-new programming, representing a first-year \$40 million commitment. Included in the exciting line-up is a weekly series inspired by the EPCOT Center "American Adventure" pavilion. This provocative program explores trends, lifestyles and unique regional traditions in the United States.

"Disney Studio Showcase" offers weekly, in-depth looks at a wide variety of topics. Subjects range from award-winning television international commercials to overcoming the fear of flying.

Noted film and TV actor James MacArthur leads a daily exploration of "The Scheme of Things." This fascinating and fun-filled half-hour looks at science and its relation to our everyday life.

THE DISNEY CHANNEL's broadcast day begins with a smile as "Good Morning Mickey" brings everyone's favorite cartoon characters to the breakfast table seven days a week. Mickey Mouse, Donald Duck, Goofy and all their friends star.

Mickey pops up again later in the day for "Mousterpiece Theater," a showcase for classic Disney animation. Writer and media commentator George Plimpton hosts.

The unique qualities of these new programs combine with the established appeal of Disney favorites to make up a pay-TV service offering unsurpassed entertainment. Through the technological marvels of cable TV, THE DISNEY CHANNEL brings the magic of Disney into the comfort of your own living room. 🐭



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Disney Studio Celebrates 60th



Some say it all began in a garage 60 years ago. The figure is correct, but the location is not. The Disney brothers, Walt and Roy, using an animation camera and stand that Walt had created in a garage behind his uncle's house, actually began their business in the rear of a real estate office at 4651 Kingswell Avenue in Hollywood. Eventually they moved to a store next door at

4649 Kingswell Avenue, where a window sign displayed "Disney Bros. Studio." This was after a contract with distributor M. J. Winkler was signed on October 16, 1923, to provide Miss Winkler with a series of "Alice Comedies" cartoons. Walt was then twenty-one years old.

The fast growth of the firm forced another move in 1926—into a new Disney studio at 2719 Hyperion Avenue.

A total of 56 "Alice" films were pro-

duced. Virginia Davis, the little girl who had starred in the original comedy which Walt produced back in Kansas City, had come to California and continued in the series for almost a year. She was followed briefly by Dawn O'Day and then by Margie Gay.

In 1927, Walt began work on a new series featuring an animated rabbit named Oswald. After the 26th Oswald cartoon, Walt traveled in 1928 to New



Anniversary

York to try to get funding for additional films, but the distributor offered less than before. To add to that disappointment, Walt discovered that he did not even own the rights to the Oswald character. It was then that Walt resolved to come up with a new character.

Enter Mickey Mouse—making his famous debut in New York City in 1928. A collaborative effort of Disney and his partner, Ub Iwerks, Mickey did bear a

resemblance to Oswald. But the little mouse outdid the little rabbit when he starred in "Steamboat Willie," the first cartoon to feature a fully synchronized sound track.

Success after success followed in future Disney film endeavors, including Academy Awards for "Flowers and Trees" (1932) and "The Three Little Pigs" (1933). With each new exciting release came a new Disney character: Pluto, Donald

Duck, Pinocchio, Snow White and the lovable Seven Dwarfs, had all been introduced by 1940.

The rest is Disney history. From the opening of Disneyland in 1955, to the premiere of Walt Disney World in 1971, up to the recent debut of Walt's greatest dream, Epcot Center. All are powerful testimonials to one man—and one diminutive mouse. 🐭





The AMERICAN & ADVENTURE

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AMERICAN EXPRESS

THE AMERICAN ADVENTURE

EPCOT Center's Grand Salute to Our American Heritage

A new generation of Disney "Audio-Animatronics" figures comes to life in The American Adventure, presented by American Express and Coca-Cola. Created by the wizards at WED Enterprises, the Disney design and engineering firm, the animated cast captures the spirit of America for Epcot Center guests.

Famous figures from America's past appear in elaborate sets moved on electronic cue by a silent, 175-ton automated scene changer located beneath The American Adventure theater. A rear-projection screen 28 feet high and 155 feet long interweaves motion picture images with action occurring on the Broadway-size stage, for a three-dimensional presentation unequalled in any Disney attraction to date.

Production for the American Adventure drew on fifty years of Disney special effects experience in lighting, projection and sound, and included digital recording and projection systems incorporating 319 speakers and 79 audio tracks.

The Philadelphia Orchestra performed the show's songs, which were recorded on digital equipment. Computers control the entire production, including the Audio-Animatronics figures, music, lights, curtains, sets and motion picture projectors.

For the first time, Audio-Animatronics figures are equipped with individual voices and speakers. The previous system played narrations over a theater speaker system. "We're asking these figures to convey more emotion than in the past," said Rick Rothschild, show concepts/film design. "We're trying things with them we've never tried before."

No less impressive is the pavilion design, incorporating Georgian and Federalist architectural details. Classical elements, borrowed from Thomas Jefferson's residence, Monticello, as



well as the American style exemplified in Williamsburg, Virginia, combine in a harmonious style reflecting the architectural culture of America from the late 1700's through 1830.

Inside, the 1,024-seat theater features Corinthian architectural details, from its chandeliers to its columns. Lining the theater are twelve statues, the Spirits of America, representing distinct national qualities: heritage, innovation, knowledge, tomorrow, pioneering, discovery, freedom, self-reliance, adventure, individualism, independence and compassion.

The goal of the show is to create a panoply of Americans and "Americanisms" illustrating our culture and its development in an entertaining and informative manner.

"Although our show is about America, taken with as much authenticity as could be researched," says Randy Bright, director of scripts and show development at WED, "that's not to say it is American history. It represents some of the great moments, and highlights some of the great doers; it's a look at the 'little people,' and their contributions to a

rapidly developing country, as well as some of the great achievers in American history. It's a 100-yard dash capturing the spirit of the country at certain specific moments in time."

Documenting these "moments" and insuring their accuracy was an enormous research task. Historical experts such as Dr. Alan Yarnell, assistant vice chancellor at UCLA; the Library of Congress; the Smithsonian and specialized libraries across the country contributed research and information to The American Adventure's show content.

WED's research staff contacted individuals and organizations for verification of the most minute details, from the dimensions of a Revolutionary War cannonball to Franklin Delano Roosevelt's presidential seal.

The selection of the show's hosts was one of the crucial design decisions WED faced from the very beginning. Two legendary men whose words have become part of American history were eventually selected — Benjamin Franklin and Mark Twain. Franklin's benign humor balanced the wryness of Twain, but the choice of a twentieth century spokesman was elusive. Both Will Rogers and Walter Cronkite were considered, until it was decided that Franklin and Twain could speak eloquently for our third century as well.

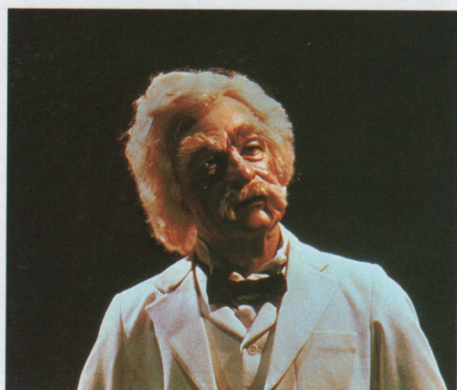
"Staging a show of this magnitude and complexity was one of the greatest challenges faced in the development of EPCOT Center," says Bright. "We never rejected a show concept just because someone said it was technically impossible. Walt Disney's dream for a new kind of showplace to dramatize the ideas of science and industry and the cultures of the world is a unique project. It demands equally unusual presentations."

A key to the complex staging is

THE AMERICAN ADVENTURE

the huge scene changer, dubbed the "Magic Machine," an automated steel framework as long as a railroad box-car and twice as wide. The American Adventure consists of seventeen scenes, most of which take place center stage. The scene changer has ten sets mounted on a wagon, with seven other hydraulic lifts to move sets from either side and above into view. Telescopic sets work within the height limitations of the wagon, and in the show as well, an ingenious staging device developed by WED.

Seated in front of a Franklin stove, Ben and Mark open the show with a discussion on America's heritage. Franklin quotes John Steinbeck, a voice from the twentieth century, as a prologue: *"Four centuries of work, bloodshed, loneliness,*



and fear created this land. We built America and the process made us Americans...a new breed, rooted in all races, stained and tainted with all colors, a seeming ethnic anarchy."

Stylized period paintings projected behind the narrators portray the hardships faced by explorers and colonists in the new land, including the journey and first hard years of the Pilgrims. A set rises dramatically as the projected paintings fade out of sight, revealing a loft where Thomas Jefferson sits exhausted, working on multiple renditions of the Declaration of Independence.

Interrupted by Franklin, who



walks up a flight of stairs into the attic, Jefferson snaps to his inquiry, "I told you John Adams should have written this!" The sugar cookies in a bowl on Jefferson's desk were an essential part of the scene's trappings: it seems that Jefferson really did like to munch on cookies as he struggled with the document that would become an integral part of our nation's heritage.

Franklin's walk is a new development in Audio-Animatronics technology, enhancing the illusion of reality onstage. Wathel Rogers, a WED "Imagineer" associated with the development of Disney Audio-Animatronics figures, says of the Franklin figure, "To accomplish something like this, we had to push our abilities to the limit. When the process was finished, we had the most complex 'A.A.' figure ever built."

Sounds of war transport the audience to a Valley Forge set depicting George Washington and the Continental army during the long winter of 1777-78. The Revolutionary War is shown through the conversation of two Audio-Animatronics foot soldiers, cold and hungry, reflecting on the plight of their leader as "Congress sleeps warmly by the fireside in York!"

Silent to this point, Mark Twain interrupts Franklin's voice-over to remind him of the westward expansion of our country, illustrated by film sequences. Frederick Douglass makes an entrance here on Twain's beloved Mississippi River, speaking of the abolitionists' movement as a "power too omnipotent to be snuffed out like a lantern." A harbinger of the war that would divide our young nation, this scene is underscored by the darkness onstage punctuating Douglass's words.

The famous Civil War photographer, Matthew Brady, gathers a Missouri family together for a studio portrait in the next scene. As the two older sons debate the issue of slavery, Brady's flash goes off, introducing a film sequence following the two



brothers through the war they fought on opposite sides. A traditional American folksong, "Two Brothers," was the inspiration for this sequence, where, "A cannonball don't pay no mind/If you're gentle or if you're kind."

WED used dramatic license with Brady's phosphorus light in this scene. The photographic technique didn't exist at that time, but its fast flash made an effective transition into the folksong and film narration.

Twain pauses a moment after this tableau, to resume with Herman Melville's descriptive phrase describing the immigrant substance of America



as "A thousand noble currents, all pouring into one." Chief Joseph of the Nez Perce tribe appears center stage, silhouetted against a prairie sunset. No less blazing is his plea for a "new dawn" leading to "the final sunset on my people's suffering."

A clap of thunder emanating from Chief Joseph's bleak remarks merges into falling fireworks, part of the 1876 Centennial Exhibition in Philadelphia. Audio-Animatronics figures Susan B. Anthony, Andrew Carnegie, Alexander Graham Bell, and Mark Twain appear onstage, speaking from their individual platforms of an era of innovation and grand ideas.

Conservation was one of these "new-fangled ideas" given heat by Teddy Roosevelt and John Muir. Surveying the wonders of Yosemite Valley, Roosevelt and Muir pledge to save Yosemite from the ravages of an increasingly industrial society, an agreement which instigated the National Parks Movement.

Twain bridges the gap between this pastoral scene and America's role as a world leader with the words, "Seems the simple life of *my* day was slipping away." The World War I dogfight on screen emphasizes the challenges facing America in the 20th

century. "The Spirit of St. Louis," characterizing the high-flying 20's, flies close behind.

A radio broadcast signals the Crash of 1929, precipitating the Great Depression. An old country store set emerges, modeled on small-town stores in period photographs. While an Audio-Animatronics banjo player sings the plaintive, "Brother, Can You Spare A Dime?" his audience of three men listens on the porch. A live radio broadcast breaks through their torpor with Franklin Delano Roosevelt's 1933 inaugural speech, "So, first of all, let me assert my firm belief that the only thing we have to fear is fear itself..."

Flanking the store set, an Audio-Animatronics figure of FDR delivers his most famous speech. Following the speech, a lariat-twirling Will Rogers



makes his usual wry remarks on the state of the union.

Symbolic of the tide of women who entered the American work force during World War II, "Rosie the Riveter" converses with her pals in a shipyard. Her fervent wish that "we'll all be together again by next Christmas," recalls the wartime effort at home and abroad.

The challenges of post-World War II America are highlighted in a dream-like film sequence showcasing four decades of America's celebrities, politicians, heroes, dreamers and doers.

Framed by the New York City skyline, Franklin and Twain speak



from the Statue of Liberty's torch in a finale commemorating America's Bicentennial. Quoting Thomas Wolfe, Franklin voices an American credo: "To everyone a chance. To all people, regardless of their birth, the right to live, to work, to be themselves, and to become whatever their visions can combine to make them. This is the promise of America."

Red Curtains widen, revealing the backlit Spirits of America. As the lyrics of "Golden Dream" engulf the theater, the audience is tempted to rise in a salute to the magnificent cast of some three dozen Audio-Animatronics figures. "America, keep on flying now — Keep your spirit free facing new frontiers." 🐭



GAMES

by Lori Philipson

SNOW WHITE WITHOUT THE SEVEN DWARFS

Happy, Doc, and company are nowhere to be seen—but that's just because of the glare from the answers below, each pure as the driven snow. Answer each clue with a word or phrase that contains the word *white*.

- | | | | |
|------------------------|-------|-------------------------------------|-------|
| 1. Court dress | _____ | 5. Wave | _____ |
| 2. New Hampshire range | _____ | 6. Albumen | _____ |
| 3. Half-truth | _____ | 7. Chicago nine | _____ |
| 4. January bargains | _____ | 8. Author of <i>Charlotte's Web</i> | _____ |

RHyme TIME

What would you call Walt Disney World during a blackout? Why, a *dark park* if it's rhyme time. Every clue below can be answered with a pair of rhyming words.

- | | | | |
|----------------------------------|-------|--|-------|
| 1. A pass for Jiminy | _____ | 6. Friend of Lady's after a rainstorm | _____ |
| 2. Snow White's nasty stepmother | _____ | 7. A Disney skunk's defense | _____ |
| 3. Command to Disney | _____ | 8. The fine material from which Pinocchio was made | _____ |
| 4. Mickey's friend, post-diet | _____ | 9. Monstro's back end | _____ |
| 5. Sad, tired dwarf | _____ | 10. Good fortune for Daisy | _____ |

A PUZZLING SPELL

Fill in the blanks in each grid so that 5 five-letter words read across and so that the word spelled on the diagonal spells the name of a Disney character or creation.

1. _ A U S E
E _ E C T
C L _ M P
S A U _ E
B R A V _

2. _ A S E L
S _ O R T
D E _ A Y
C A N _ E
S T I L _

3. _ U N C H
F _ I N T
C A _ E L
G L O _ E
C H I L _

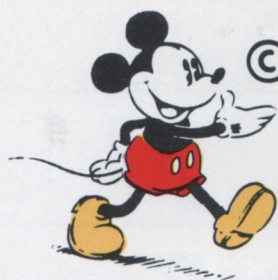
"Snow White Without the Seven Dwarfs" Answers:

1. tennis whites, 2. White Mountains, 3. white lie, 4. white sale, 5. whitecap, 6. egg white, 7. White Sox, 8. E. B. White

Rhyme Time Answers:

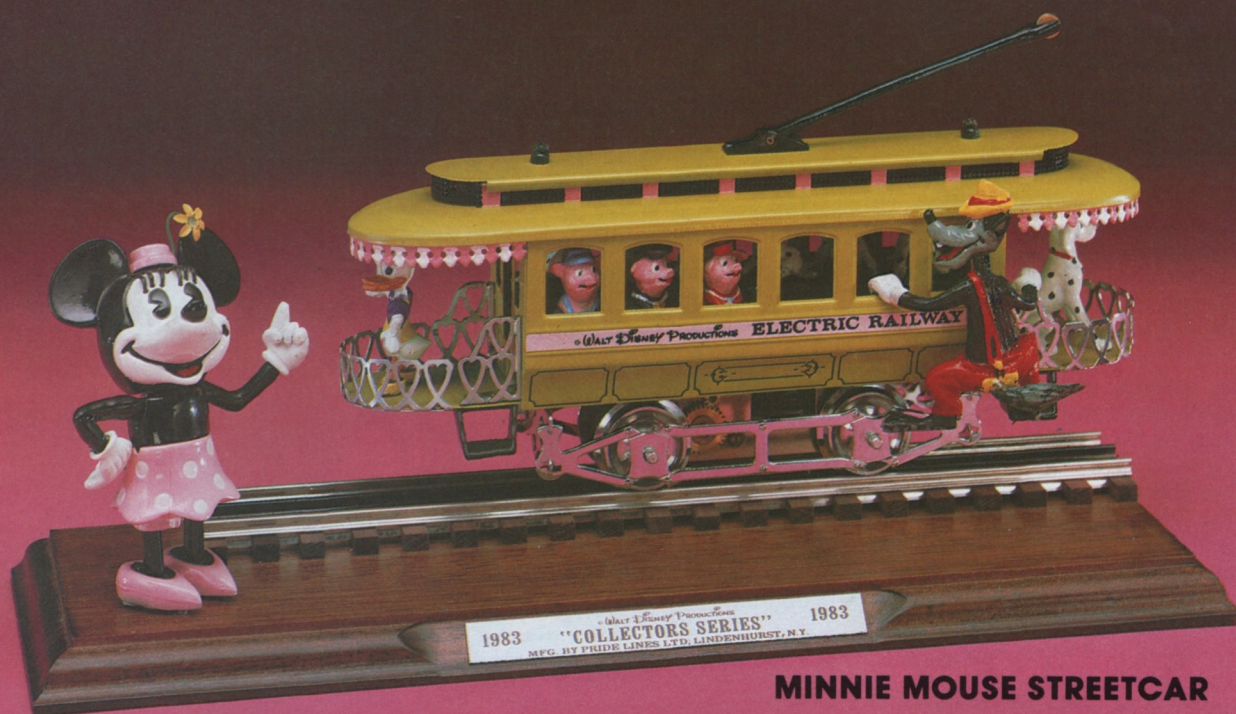
1. cricket ticket, 2. mean queen, 3. Halt, Walt, 4. skinny Minnie, 5. weepy Sleepy, 6. damp Tramp, 7. flower power, 8. good wood, 9. whale tail, 10. duck luck

A Puzzling Spell Answers: 1. PLUTO, 2. EPCOT, 3. BAMBI



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Minnie's "Green Machine" will compliment Mickey's "Tencennial" Streetcar, and is the second trolley of the © Walt Disney Productions Electric Railway "Collectors Series". It will most certainly fulfill the yearnings of Disneyana collectors everywhere.

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M·E·M·O·R·I·E·S O·F BIG BANDS

by Chuck Cecil

"What do you know about Frank Sinatra? Does he have a son who is a singer?" It was the Summer of '62 and the caller on the phone was Disneyland's John Deichman. I didn't know either, even though I'd been playing Sinatra records on my *Swingin' Years* radio show for several seasons. Now, a spin-off of that show was a Friday night feature in Disneyland's Plaza Gardens, using live musicians and paying tribute to a different big band each week. Scheduled for this particular week would be music made famous by Tommy Dorsey, including songs that Frank Sinatra sang when his career was just starting with that band.

During rehearsal that Friday afternoon, everyone discovered that the teenager really was Frank Sinatra, Junior, and he did a remarkable job re-creating a medley of his father's early hits. (This young Sinatra would later study music in college before launching his own successful career as a singer.)

But this wasn't just the beginning for a singer. It was also the beginning of the return of big bands. And it was happening at Disneyland.

Apparently it was Tommy Walker's idea to have a *Swingin' Years* salute to the big bands during that summer, 21 years ago. Tommy was heading up Disneyland's live entertainment at the time and put pianist Warren Barker in charge of making sure the musical arrangements were authentic. As master-of-ceremonies, I would offer some background about the music that was being re-created.

The orchestra was led by the Elliott Brothers. Bill and Lloyd had been entertaining with their "Date Night at Disneyland" band for four seasons, giving an added dimension to the park's nighttime attractions. Now, with Friday nights devoted to the original swing era sounds, they would augment their band from the pool of talented musicians in the nearby Los Angeles area. The personnel would vary, but I can remember: Paul Tanner, who played trombone for so many years with Glenn Miller; Dick Shanahan, drummer for Les Brown; Tommy Pederson, trombonist with Stan Kenton; Phil Stephens, Charlie Barnett's one-time bass man; trumpeters Graham Young, Zeke Zarchy, Cappy Lewis and Frank Beach, former members of bands led by Gene Krupa, Tommy Dorsey, Woody Herman and Stan Kenton; plus the Elliott Brothers, both of whom were veterans of studio and swing bands. And there were younger musicians like Julius Wechter, who would later head up the Baja Marimba Band, and



Duke Ellington



Lionel Hampton



Les Brown



Harry James



Count Basie



Freddie Martin

Bob Edmondson whose trombone would be a feature of Herb Alpert's newly formed Tijuana Brass.

There were special guest stars each Friday night. Ann Richards sang with the band on *Stan Kenton Night*. On the evening Benny Goodman's hit performances were revived, trumpeter Ziggy Elman recreated his famous "And the Angels Sing." Rex Stewart brought his cornet to the park and played one-more-time his dif-

ficult and fascinating "Boy Meets Horn" that he had first recorded with Duke Ellington's Orchestra in 1938.

It was during this series of "Swingin' Years At Disneyland" that I got to shake the hand that first sketched Mickey Mouse! Walt Disney stopped by one evening to quietly watch and listen.

While the *Swingin' Years* continued on Los Angeles radio, I continued to have the good fortune of getting to work with

S·N·E·Y·L·A·N·D

various and famous big band personalities at Disneyland throughout the 60's and 70's. Particularly memorable was the *Fifth Annual Dixieland at Disneyland*. It was September, 1964, and at the pre-show press conference, tape interviews were made with a galaxy of jazz giants: Louis Armstrong, Kid Ory, Johnny St. Cyr, Ben Pollack, Sweet Emma Barrett and Sharkey Bonano.

Oftentimes, my *Memories of Big Bands at Disneyland* are mere flashes of joy, confusion, trivia:

...meeting the bearded giant Al Hirt, at a reception honoring his "Dixieland at Disneyland" appearance.

...standing alongside Adventureland, tape recorder in hand, interviewing the gentlemanly Vaughn Monroe, and wishing now that I had been better prepared for the event.

...discovering in the late 60's that the leader of a trio of musicians that played in the French Quarter, was the fabled Jack McVea, who had made jazz records with Dizzy Gillespie and Charlie Parker, and had led his own band of All-Stars in the original 1946 recording of "Open the Door, Richard."

...a leisurely 1979 interview with the leader of the Pearly Band, Jack Martin, who told of his million-selling performances with the Kay Kyser Orchestra of "Strip Polka" and "Praise the Lord and Pass the Ammunition."

...watching from the Plaza Gardens bandstand as the Elliott Brothers opened *Glenn Miller Night* and seeing Rock 'N Roll teenagers being suddenly mesmerized by the magic of "Moonlight Serenade."

...meeting trumpeter Billy Butterfield one rainy evening in the Disneyland parking lot, prior to his re-joining Bob Crosby's Orchestra, with whom he had played thirty years earlier. The whole band turned out to greet him.

...looking down from the bandstand in Tomorrowland and seeing the famous Benny Carter and jazz critic Leonard Feather in the audience.

Recently, there's been another involvement for me with the big bands at Disneyland. In May of 1974, under the direction of writer Hugh Multz, I began to announce the Park's radio summer band spots. By the Summer of '76, Entertainment's Sonny Anderson had anticipated the revival of interest in the big band sound, and was scheduling 13 weeks of famous name orchestras. Advertising Manager Cam Alexson then asked me to write, voice and produce a series of radio spots for each of these bands, using their

original records from my library. The challenging trick here (and I'm still learning after seven years), is to take a three minute piece of recorded music, transfer it to tape, and then reduce it down to exactly :30 seconds, and still try to maintain its musical integrity!

Now, the big band season of 1983 is here with a summer lineup that will include among others: Count Basie and his orchestra; Harry James and his big band; Lionel Hampton and his big band; Guy Lombardo's Royal Canadians directed by

Art Mooney; and the Glenn Miller orchestra directed by Larry O'Brien. With a little luck (and Disneyland's permission), I'll be there, talking with and taping some of America's most-famous music personalities. So if you're listening sometime to a radio show called "Swingin' Years" and there's an interview, and you hear background squeals of delight and the sound of a noisy parade passing by, you'll know I'm still adding to my memories of big bands at Disneyland. 🐭

Chuck Cecil is the innovative producer of the "Swingin' Years" syndicated radio show.



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Snow White and The Seven Dwarfs

This July the Disney studios will re-release *Snow White and The Seven Dwarfs*. Although most people over seven years of age have seen the film at least once, few know the story behind the success.

If you remember it, no matter how, as an all-new entertainment experience, as a trail-blazing animation feature, or simply as a charming and enduring movie classic—it is without a question one of the true marvels of motion picture art.

Many expected *Snow White* to be a disaster, especially since no one had ever attempted a seven-reel cartoon before. And then there was the problem of spiraling costs. From 1934 to 1937, it was on the drawing boards,

with Walt being in hock up to his last crayon to finance his dream. It turned out to be a happily ever after dream come true, when the critics went slightly mad with enthusiasm over it and a special Oscar was awarded to Walt and *Snow White*. The feature pioneered the way for the 19 subsequent Walt Disney all-cartoon films.

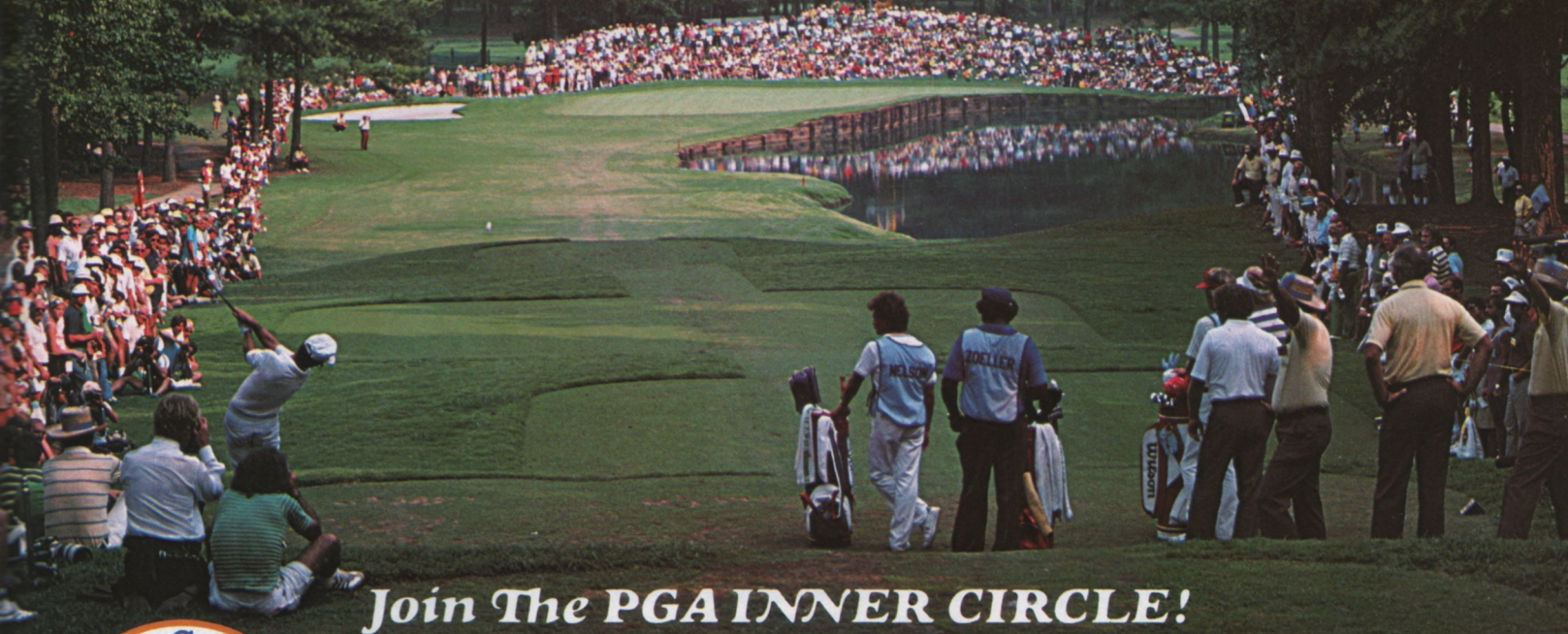
The original movie was premiered in 1937, nationally released in 1938, and in its first three months of release attracted over 20 million people to the boxoffice. It has been reissued four times—in 1944, 1952, 1958 and 1967—with each year surpassing the attendance record of its previous showing.

If you're not familiar with the

story, it's about a beautiful young princess, plagued with an ill-tempered step-mother who's after her head, and protected by seven junior-size diamond miners who capture her heart. It is based upon the tale of Snow White and The Seven Dwarfs by the Brothers Grimm.

It's interesting to remember that Marge Belcher, who later became Marge Champion of the famous Marge and Gower Champion dance team, was the living model for the sketches of Snow White. Adriana Caselotti, daughter of a well-known Los Angeles vocal coach, won the assignment as the voice for the leading lady. Even now, she is still indelibly linked with Snow White. 🐻

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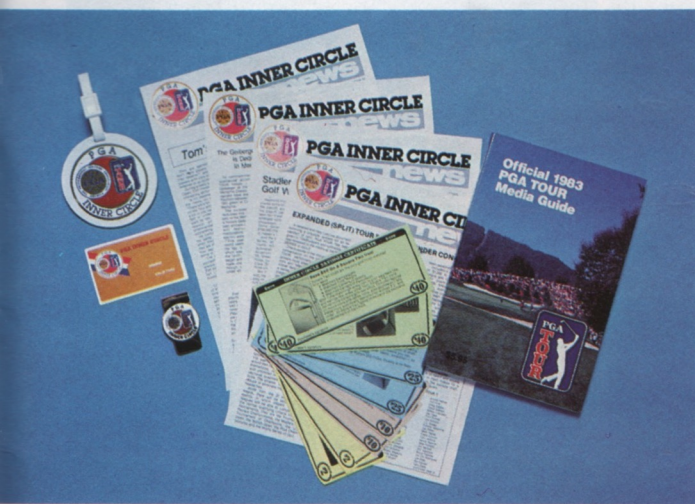
Here's your chance to get in on the inside of professional golf... to know more about those golfing stars you watch on TV each week... to know more about your local club professional and to understand important behind-the-scenes playing and

teaching techniques.

Now you can be a part of the rich and exciting PGA tradition and have a special kinship with the TOUR Pro and Club Pro alike. And when you join the INNER CIRCLE, you become part of the one big family called the PGA, and receive an incredible membership package worth more than \$400.

Become a Charter Member Now and Receive:

- The Official 1983 PGA TOUR Media Guide... 283 pages of player profiles, photos, statistics and records.
- More than \$400 in Merchandise Savings Certificates redeemable from your PGA Golf Professional.
- Quarterly issues of the Official PGA INNER CIRCLE Newsletter with inside information on professional golf.
- Plus your official PGA INNER CIRCLE money clip, bag tag and membership card.



PGA Inner Circle
P.O. Box 027514
West Palm Beach, FL 33402

YES, I do want to join the PGA INNER CIRCLE and receive my full membership package, including the official PGA TOUR Media Guide.

Enclosed is my ☐ Check ☐ Money Order for \$35 annual dues.

Or charge my ☐ American Express ☐ Visa ☐ MasterCard

Acct. # _____ (Exp. Date) _____

Name (Print) _____

Address _____
(Street address only)

City _____ State _____ Zip _____

Phone (____) _____

My Club or Course _____

My Hdcp. (Opt) _____

Signature _____

Please allow 6 to 8 weeks for delivery - Make checks payable to PGA INNER CIRCLE.

W 999



You receive an INNER CIRCLE ID Card, Bag Tag, Money Clip, 4 INNER CIRCLE Newsletters, PGA TOUR Media Guide plus more than \$400 Savings Certificates.

CLUB BENEFITS, VACATION ADVENTURES, AND SPECIAL VALUES

CLUB BENEFITS, VACATION ADVENTURES, AND SPECIAL VALUES.

When you and your family belong to the Magic Kingdom Club, you're entitled to a variety of benefits and services. Special prices on admissions, lodging, cruises, group tours, and rental car discounts around the world are included in the Club membership benefits. Magic Kingdom Club Travel Centers can make arrangements for accommodations, transportation, and almost everything else you might need for your family's vacation.

Make reservations at least six months to a year in advance for trips to Walt Disney World Vacation Kingdom in Florida and Disneyland Park in California. You will have a better choice of the best accommodations if you plan in advance.

Note: Unless otherwise stated, sample prices given here are for a family of four that includes two adults, one child, aged three through eleven, and a junior, aged 12 through seventeen. What you will pay will depend on the number and ages of family members as well as when you go, where you go, and how long you stay. Your 1983 *Magic Kingdom Club Membership Guide* contains complete details on prices and booking.

THE LAST WORD IN WORLD VACATIONING

The *World Vacation* plans put the Walt Disney World Vacation Kingdom at your fingertips. You pay one price and for a specified number of days you're entitled to deluxe accommodations at a Walt Disney World resort or villa, and breakfast, lunch and dinner at a wide variety of

restaurants in Walt Disney World, including the lively breakfast and dinner shows. Also included is admission and unlimited use of the attractions in the Magic Kingdom and Epcot Center, use of the recreational facilities and activities and the transportation system within Walt Disney World during your stay. An official Walt Disney World Guidebook by Steve Birnbaum is also included in the plan.

You can opt for plans ranging in length from four to seven nights or more if you choose. Prices vary, depending on how long you stay and which accommodations you choose; a family of four would pay from \$1,317 for a garden-view room at the *Polynesian Village Resort* to \$1,489 for a *Vacation, Treehouse*, or *Fairway Villa* for four nights; from \$2,258 to \$2,558 for seven nights in the same accommodations.

CAMPING JAMBOREES

There's something very special about *Fort Wilderness Resort*. You're in the heart of one of the best-loved vacation destinations, with stately pines all around. You wake up in the morning to the songs of birds and the smell of bacon sizzling over your fellow campers' cookfires. For setting and atmosphere, this is a campground that compares favorably with some of the most beautiful in the national parks. But because it's inside Walt Disney World, campers have access to a variety of facilities and services, including a cafeteria and a snack bar, petting farm, a beach, and even a marina. If you don't own your own recreational vehicle, you can rent one here, with daily maid service, air conditioning, a well-designed bathroom and kitchen, and even a color TV.

The Magic Kingdom Club *Camping Jamboree* plans put all this at your fingertips, and then some. Not only do these plans include use of a campsite or a comfortable travel trailer, but also admission to the Magic Kingdom and Epcot Center for the duration of your stay, including unlimited use of the attractions and adventures, unlimited use of the transportation system within the Walt Disney World Vacation Kingdom, a selection of dining and recreation coupons, and a Walt Disney World guidebook to help you make the most of your stay.

Four- and six-night plans are available for a variety of prices, depending on the number of people in your party, the location of the campsite you select, and whether or not you rent an RV; a family of four would pay \$532 to \$854 for four nights, \$720 to \$1,202 for six.

GREAT TRIPS ON SHORT FUNDS

Through the Magic Kingdom Club, you can sign up for a handful of travel plans that are as cost wise as they are convenient.

Village Holiday plans combine the advantages of being right on the property with the savings available to those who stay in one of the hotels at Walt Disney World Village Hotel Plaza—the *Americana Dutch Resort Hotel*, the *Howard Johnson's Resort Hotel*, the *Travelodge Tower*, the *Hotel Royal Plaza* (which boasts the Hotel Plaza's biggest swimming pool), and the new *Buena Vista Palace* (where each and every room even has its own Mickey Mouse telephone). Vacation plan prices, which begin at \$185 based on double occupancy, vary depending on where you stay and for how long;



but each includes accommodations, admission and unlimited use of attractions in the Magic Kingdom and Epcot Center, unlimited use of the transportation system within the Walt Disney World Vacation Kingdom, a selection of dining and recreation coupons, and shuttle service between your hotel and the Magic Kingdom or Epcot Center. Three, four and five-night plans are available. A family of four would pay \$482 to \$548 for three nights, \$558 to \$648 for four, \$669 to \$781 for five.

Staying just a short distance outside the main entrance to Walt Disney World enables you to enjoy even greater savings. The Magic Kingdom Club *Family Getaway* plans are available for three and five nights. Accommodations include rooms at the *Howard Johnson's Florida Center*, the *Holiday Inn East*, the *Quality Inn-High Q*, and the *Sheraton-Lakeside Inn* at rates that are some of the most advantageous around—especially if you visit in the off season (May 1 to June 11, and then again from September 1 through the end of December of this year). Prices, which begin at \$93 based on double occupancy, include admission to Epcot Center and the Magic Kingdom, unlimited enjoyment of their attractions, use of the transportation system within the Walt Disney World Vacation Kingdom (plus a coupon good for lunch in a selected Walt Disney World restaurant for those staying five nights); depending on the season, a family of four would pay \$241 to \$289 for three nights, \$394 to \$474 for five.

THE VERY BEST OF TWO WORLDS

Do swaying palms and shimmering sands catch your fancy? Then the Magic Kingdom Club Caribbean Cruise program will be especially

appealing. You spend half your time in the Walt Disney World Vacation Kingdom, and the other half cruising in the bluer-than-blue waters of the Caribbean. All the convenience and assurance of quality that comes from traveling with a Magic Kingdom Club plan are yours.

There are two programs that include five nights in a Walt Disney World resort hotel in the Vacation Kingdom, six days' admission and unlimited use of attractions in Epcot Center and the Magic Kingdom, unlimited use of the Vacation Kingdom transportation system, plus a good selection of coupons for dining and recreation—not to mention outside cabins on your Norwegian Caribbean Lines ship.

The nine-night program includes a four-night cruise aboard the sleek *M/S Sunward II*, calling at Nassau, the Berry Islands, and Freeport. The twelve-night program includes seven nights on the *M/S Starward* and ports o'call include Cozumel, Grand Cayman Island, Ocho Rios, and a Bahamas Out Island, where your hosts throw a lively beach party.

There are frequent departures for both trips from spring through fall. The per person cost, based on double occupancy, is \$1,097 in the month of September and \$1,150 from April through August and in November for the nine-night plan; \$1,685 for the twelve-night plan. The only major cost extras are your transportation to and from your home city and the fare between Orlando and Miami, where you board your luxurious floating hotel.

TERRIFIC BARGAINS AT WALT DISNEY WORLD

As members of the Magic Kingdom Club, you and your family are always entitled to the lowest

Howard Johnson's Hotels and Motor Lodges

available prices for some of the best Walt Disney World experiences, including:

- The Magic Kingdom, that perennial favorite, and Epcot Center, Walt Disney's greatest dream and one of the most talked-about attractions in the world.

- River Country, that most delightful of all swimming holes, and Discovery Island, a veritable garden spot of exotic plants and birds that ranks with Fort Wilderness Resort as one of the best examples of the fact that you don't really have to be away from it all in order to feel that you are.

- A great round of golf, on any of three of Florida's finest courses.

- A 10 percent discount on merchandise (minimum \$10 purchase) at the Walt Disney World Village at Lake Buena Vista. A collection of more than 25 shops are featured, offering an array of eye-catching merchandise. The Village is open daily from 10 A.M. until 10 P.M. A valid Club Membership Card **MUST BE PRESENTED AT THE TIME OF PURCHASE**. Food items, periodicals, tobacco and alcohol products are not included. This offer is good through December 31, 1983.

- Fine accommodations at Walt Disney World Village Hotel Plaza, including *Howard Johnson's Resort Hotel*, the *Travelodge Tower*, the *Hotel Royal Plaza*, the *Americana Dutch Resort Hotel*, and the new *Buena Vista Palace*; show your Magic Kingdom Club membership card while registering at any of these hotels, and you receive a 10 percent savings on posted room rates (note: this does not apply if you're using a Magic Kingdom Club vacation plan, and reservations must be made through the Magic Kingdom Club Travel Center).



WALT DISNEY WORLD PASSPORTS

As members of the Magic Kingdom Club, you and your family are entitled to special prices on Three-Day and Four-Day World Passports for Club members—the lowest prices available. Add the discounts available to you and your family because you are Club members, and the special values become truly outstanding.

FOUR-DAY WORLD PASSPORT

The one price includes four days' admission to and unlimited use of all adventures and attractions in both the Magic Kingdom and Epcot Center, as well as use of the transportation system throughout the Walt Disney World Vacation Kingdom. It is good indefinitely and doesn't have to be used on consecutive days.

	General Public	Club Members
Adult	\$45.00	\$41.00
Junior (ages 12 through 17)	\$42.00	\$38.00
Child (ages 3 through 11)	\$36.00	\$32.00

THREE-DAY WORLD PASSPORT

The single price includes three days' admission to and unlimited use of all adventures and attractions in both the Magic Kingdom and Epcot Center, as well as use of the transportation system throughout the Walt Disney World Vacation Kingdom. This ticket does not have to be used on consecutive days and is good indefinitely.

	General Public	Club Members
Adult	\$35.00	\$32.00
Junior (ages 12 through 17)	\$33.00	\$30.00
Child (ages 3 through 11)	\$28.00	\$25.00

...AND AT DISNEYLAND IN CALIFORNIA

If you and your family are planning a vacation at and around Disneyland in Southern California, don't forget that it pays to be a Magic Kingdom Club member on the West Coast, too.

PASSPORT TO DISNEYLAND

The special Club prices include one day's admission and unlimited use of Disneyland adventures and attractions (except the Arcades).

	General Public	Club Members
Adult	\$12.00	\$11.00
Junior (ages 12 through 17)	\$10.50	\$ 9.50
Child (ages 3 through 11)	\$ 9.00	\$ 8.00

Remember, these Club prices are not available to the general public. Simply present your Magic Kingdom Club Card at any main entrance ticket booth. Parking is \$1 per car. All prices and ticket media are subject to change without notice.

DREAM VACATIONS FOR DISNEYLAND VISITORS

This summer a visit to Disneyland Park in California will be more enjoyable than ever before. An all-new Fantasyland will be unveiled on Memorial Day Weekend (May 28-30). Cobblestoned pathways and planters of colorful flowers will surround the new homes of beloved Disney characters like "Snow White and the Seven Dwarfs," "Peter Pan," "Pinocchio," "Dumbo," "Alice in Wonderland," and "Mr. Thaddeus Toad."

This is the perfect time to take advantage of one of the high-quality vacation plans offered by the Magic Kingdom Club—a two-night *Family Getaway*, a three-night *Park Holiday*, a four-night *Disneyland Adventure*, or a five-night *Fantasy Vacation*.

Prices vary depending on where and how long you stay, but in all cases Club members pay less than if they purchased a similar plan through a travel agent. (A family of four would pay \$153 to \$265 for two nights, \$229 to \$395 for three nights, \$305 to \$527 for four nights, \$339 to \$655 for five nights.) The hotels available on the plans include some of the best in the Anaheim area—the *Disneyland Hotel*; the *Anaheim Marriott Hotel*, the *Quality Inn*; the *Howard Johnson's* (which even has television sets in some of the bathrooms); the *Hyatt Anaheim* (where the lunchtime offerings include not only one of the best salad bars ever, but also a fabulous dessert bar); the *Grand Hotel*; the *Hilton at the Park*; the *Conestoga Hotel*; the *Jolly Roger Inn*; the *Sheraton Anaheim*; and a dollarwise quartet of hostels comprising the *Concord Inn*, the *Anaheim Park Motor Inn*, the *Anaheim International Inn*, and the *Ramada Inn*, which offer you the additional money-saving option of substantially reduced rates in the off season (April 4 through May 16 and September 6 through December 15 this year). Each one of these plans includes two days' admission to Disneyland and unlimited use of adventures and attractions (with the exception of the Arcades), transportation between your lodging place and Disneyland, and a selection of coupons for meals and other recreational opportunities such as Knott's Berry Farm, Universal Studios Tour, the San Diego Zoo, Sea World, the San Diego Wild Animal Park, and more.

Combine your Magic Kingdom Club Disneyland plan with a two-night *San Diego Spree* and you have a real world-class vacation. This city, located 90 miles south of Anaheim, is home to the original Sea World and the San